

Message Text

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15

ACTION EB-11

INFO OCT-01 AF-10 ISO-00 COME-00 SPC-03 PER-05 SS-20 A-01

ABF-01 IO-14 RSC-01 DRC-01 /068 W

----- 099842

R 270947Z DEC 73

FM AMEMBASSY DAR ES SALAAM

TO SECSTATE WASHDC 4509

INFO AMEMBASSY ADDIS ABABA

AMEMBASSY BUJUMBURA

AMEMBASSY KIGALI

AMEMBASSY LUSAKA

AMEMBASSY NAIROBI

AMCONSUL ZANZIBAR UNN

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E.O. 11652: N/A

TAGS: ETRD

SUBJ: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. EMBASSY APPRECIATES OPPORTUNITY MAKE RECOMMENDATIONS TO IMPROVE COMMERCIAL ACTIVITIES OVERSEAS. MOST OF OUR SUGGESTIONS RELATE TO SPECIFIC PROBLEMS WE HAVE ENCOUNTERED AND, IN THOSE CASES, REFERENCES ARE PROVIDED WHICH DESCRIBE IN DETAIL THESE PROBLEMS. SUGGESTIONS FOLLOW:

2. USDOC SHOULD ENDEAVOR RESPOND MORE QUICKLY TO TRADE PROMOTION RECOMMENDATIONS AND BE MORE FLEXIBLE IN ADAPTING ITS OPERATIONS TO MATCH THE NEEDS AND OPPORTUNITIES REPORTED FROM THE FIELD (SEE DAR 3866, USDOC 19048, DAR 4103 AND USDOC 19579).

3. GEOGRAPHIC DESKS IN STATE SHOULD MAINTAIN SUSPENSE FILES ON REQUESTS SENT TO USDOC IN ORDER INSURE ACTION OFFICE IN COMMERCE RESPONDS AND PROVIDES PROMPT AND COMPREHENSIVE REPLY TO MESSAGES FROM FIELD. (EMBASSY STILL AWAITING REPLY TO DAR

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2542 OF JULY 26, 1973.)

4. POSTMORTEM ANALYSIS OF TRADE PROMOTION EVENTS SHOULD BE MORE PROBING AND HARD HEADED, GIVEN THE AMOUNT OF TIME AND RESOURCES FOREIGN SERVICE PUTS INTO PROGRAM. (SEE BANGKOK A-552 DEC. 17, 1971 AND A-90, MARCH 6, 1972 FOR POSSIBLE METHOD OF ANALYSIS.) BELIEVE RESULTS SUCH ANALYSIS WOULD SHOW THAT AT MEDIUM-SIZE AND AT SOME SMALLER POSTS A GREATER EMPHASIS ON TRADITIONAL COMMERCIAL ACTIVITIES (SUCH AS AGENT IDENTIFICATION AND MAJOR PROJECT REPORTING) WOULD YIELD GREATER RESULTS, GIVEN THE LIMITED RESOURCES AVAILABLE.

5. ECONOMIC/COMMERCIAL OFFICERS NEED TO RECOGNIZE DUALITY OF THEIR POSITION, I.E. MOST ECONOMIC REPORTS TO HAVE BOTH COMMERCIAL AND ECONOMIC CONTENT. THIS DUALITY OF FUNCTION IS PARTICULARLY IMPORTANT WHEN CLOSELY FOLLOWING MAJOR PROJECTS AND IDENTIFYING AND REPORTING ROUTINE TRADE OPPORTUNITIES.

6. WELCOME DEPARTMENT ENCOURAGING ECONOMIC/COMMERCIAL OFFICER MEET WITH U.S. BUSINESS COMMUNITY ON HOME LEAVE BUT BELIEVE IT SHOULD BE ONLY ONE ELEMENT OF PROGRAM TO ASSOCIATE STATE DEPARTMENT AND FOREIGN SERVICE WITH U.S. EXPORT PROGRAM. TOO OFTEN U.S. BUSINESSMEN TRAVELING ABROAD LOOK AT FOREIGN SERVICE POSTS AS LAST PLACE TO SEEK COMMERCIAL ASSISTANCE. FOR EXAMPLE, WE COULD ACCEPT MORE SPEAKING ENGAGEMENTS AND PARTICIPATE MORE IN EXPORT SEMINARS SPONSORED BY BANKS AND IN STATE-LEVEL EXPORT PROMOTION AGENCIES, SEND MORE OFFICERS TO INSTITUTES AND TO UNIVERSITIES WHICH OFFER COURSES IN EXPORT TRAINING. ALSO TO REPORTING FORM DIB-412P, WHICH U.S. EXPORTER RECEIVES, SHOULD BE REVISED TO SHOW NAME OF POST AND OFFICER SUBMITTING REPORT.

7. COMMERCIAL WORK OF AF POSTS SHOULD BE MORE OF GROUP EFFORT TO IDENTIFY MARKETS OF SCALE WHICH WILL MAKE AFRICA MORE INTERESTING TO U.S. EXPORTERS. PRESENTLY MOST POSTS IN AFRICA NARROWLY DEFINE THEIR MARKET WITHIN NATIONAL BORDERS OF HOST GOVERNMENT. ONE SOLUTION WOULD BE FOR AF POSTS TO POUCH MORE INFO COPIES OF OUTGOING MESSAGES TO NEIGHBORING POSTS ON COMMERCIAL WORK THEY ARE UNDERTAKING. DEPARTMENT MIGHT WISH TO PREPARE IN-HOUSE COMMERCIAL BULLETIN WHICH TELLS OF BUSINESS VISITORS COMING TO CERTAIN POSTS ON CONTINENT AND PRODUCTS THEY LIMITED OFFICIAL USE

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MARKET. INCLUDED WITH THIS SHOULD BE FINAL LIST OF TRADE MISSION MEMBERS WELL IN ADVANCE OF THEIR DEPARTURE FROM U.S. THE REVIEW OF THESE VISITORS, WE BELIEVE, CAN LEAD TO RECOMMENDATIONS THAT VISITORS EXTEND THEIR TRAVEL PLANS TO INVESTIGATE INTERESTING MARKETS WHICH FOREIGN SERVICE POSTS MAY BE ABLE TO IDENTIFY.

8. COMMERCIAL OFFICERS NEED TO BECOME MORE FAMILIAR WITH LATEST

TRENDS IN SPECIFIC HIGH-TECHNOLOGY AREAS. THIS WOULD ALLOW THEM GATHER AND UNDERSTAND MORE APPROPRIATE MATERIAL FOR INCLUSION IN TO AND MAJOR PROJECT REPORTS THEY PREPARE. WITH A BETTER TECHNICAL BACKGROUND FSOS ALSO COULD BETTER INFORM FOREIGN BUYERS AND GOVERNMENTS ABOUT U.S. GOODS AND SERVICES IN WHICH WE ARE COMPETITIVE. BELIEVE THIS UPGRADING OF FS SKILLS COULD BE ACHIEVED BY MONTHLY HALF-DAY SEMINARS FOR ECON/CML OFFICERS DURING WASHINGTON TOUR OR IN SPECIAL WEEK-LONG SEMINARS, HELD SHORTLY BEFORE OFFICERS LEAVE ON OVERSEAS ASSIGNMENTS. IN ALL CASES SEMINARS SHOULD INCLUDE INDUSTRY EXPERTS FROM COMPANIES ACTIVE IN OVERSEAS MARKETS.

CARTER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, PERSONNEL TRAINING, BUSINESSMEN, ECONOMIC TRAINING, FOREIGN SERVICE OFFICERS
Control Number: n/a
Copy: SINGLE
Draft Date: 27 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973DARES04286
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: DAR ES SALAAM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973126/aaaaadvj.tel
Line Count: 127
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 239800
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 08 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08-Jan-2002 by martinjw>; APPROVED <25-Jan-2002 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION
TAGS: ETRD, TZ
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005